

# BUILT TO SCALE

Digital Infrastructure for an International Tech Conference



## OVERVIEW

An emerging tech event in West Africa, the first of its kind, needed to establish a full digital and organizational infrastructure from scratch. **Our CRM Specialist Lead, Godfrey Malan**, served as the technical lead responsible for building and maintaining the core systems to manage visibility, logistics, and attendee engagement.

## PROBLEM

As a first-time event, the organization lacked any digital or CRM infrastructure. They needed a professional website, systems to manage sponsors and attendees, hotel bookings, logistics coordination, and a content management framework. There was no integrated method to collect and respond to user submissions, track events annually, or support remote teams.

## RESULT

The event now has a fully functional digital ecosystem. Our CRM Specialist Lead continues to oversee solution management, technical delivery, and future feature releases, ensuring sustainability and yearly adaptability across different host countries.

## SOLUTION

Spearheaded by Godfrey Malan, the team delivered a robust, scalable solution centered on three pillars: People, Process, and Technology.

- **Website:** Built on WordPress to support dynamic content and event information.
- **CRM Integration:** Developed a Salesforce org (sales, service, and nonprofit cloud) for contact management, sponsorship tracking, and automated communication.
- **Google Suite + Salesforce Integration:** Ensured backend compatibility for seamless data flow and email infrastructure.
- **Custom Forms & Automations:** Created forms linked to Salesforce to manage registrations and follow-ups.
- **Third-Party & Payment Integrations:** Initiated a Salesforce-based ticketing system to streamline future payment processing (in progress).
- **Content Publishing Tools:** Enabled the client to publish updates and articles relevant to their community and events.

## READY TO BUILD YOURS?

Planning your first event or upgrading your digital infrastructure? [\*\*Book a discovery call\*\*](#) to speak with our development team.